



WEWS

ORDER

Flight Dates **09/04/12-09/17/12**

Contract / Revision **309615 /**
Original Date / Revision
 08/29/12 08/29/12
Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Product
OFA Sked C 9.4-9.17.12
Agency Com 15%
Billing Contact
**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **1687**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 82900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	139	\$70,465.00	\$82,900.00	0.00	08/27/12	09/17/12	139	\$70,465.00	\$82,900.00
Totals	139	\$70,465.00	\$82,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 1	WEWS	09/04/12	09/17/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	MTWTF--	:30	1	\$35.00	P-3	0.00	NM	2	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- TWTF--		1				\$35.00		0.00				
Week:		09/10/12	09/16/12	MTWTF--		1				\$35.00		0.00				
Week:		09/17/12	09/23/12	-----		0				\$0.00		0.00				
N 2	WEWS	09/04/12	09/17/12		CM	430-5a	MTWTF--	:30	1	\$40.00	P-3	0.00	NM	2	\$80.00	



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Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C 9.4-9.17.12**

Estimate # **1687**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 430-5am News M-F 430-5am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -					1	\$40.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF - -					1	\$40.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 3	WEWS	09/04/12	09/17/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF - -	:30	3	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -					3	\$350.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF - -					3	\$350.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 4	WEWS	09/04/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF - -	:30	4	\$175.00	P-3	0.00	NM	8	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -					4	\$175.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF - -					4	\$175.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 5	WEWS	09/04/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF - -	:30	5	\$175.00	P-3	0.00	NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -					5	\$175.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF - -					5	\$175.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 6	WEWS	09/04/12	09/17/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	- - - - - S -	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - - - S -					1	\$75.00		0.00			
		Week: 09/10/12	09/16/12	- - - - -					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 7	WEWS	09/15/12	09/15/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	- - - - - S -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - - S -					1	\$350.00		0.00			
N 8	WEWS	09/04/12	09/17/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - - - S -					1	\$500.00		0.00			
		Week: 09/10/12	09/16/12	- - - - - S -					1	\$500.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 9	WEWS	09/04/12	09/17/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF - -	:30	5	\$175.00	P-3	0.00	NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -					5	\$175.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF - -					5	\$175.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 10	WEWS	09/04/12	09/17/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF - -	:30	5	\$150.00	P-3	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF - -					5	\$150.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF - -					5	\$150.00		0.00			
		Week: 09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 11	WEWS	09/04/12	09/17/12		CM	11a-12p	MTWTF - -	:30	5	\$225.00	P-3	0.00	NM	10	\$2,250.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C 9.4-9.17.12**

Estimate # **1687**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11-12p M-F 11-12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					5	\$225.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	MTWTF - -					5	\$225.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 12	WEWS	09/04/12	09/17/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF - -	:30	5	\$175.00	P-3	0.00	NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					5	\$175.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	MTWTF - -					5	\$175.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 13	WEWS	09/04/12	09/17/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF - -	:30	5	\$200.00	P-3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					5	\$200.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	MTWTF - -					5	\$200.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 14	WEWS	09/04/12	09/07/12	M-F 2-3p M-F 2-3p	CM	2-3p	- TWTF - -	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					5	\$200.00		0.00			
N 15	WEWS	09/11/12	09/17/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF - -	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF - -					4	\$600.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	M - - - - -					1	\$600.00		0.00			
N 16	WEWS	09/04/12	09/10/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF - -	:30	4	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					5	\$800.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	- - - - -					0	\$0.00		0.00			
N 17	WEWS	09/11/12	09/17/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF - -	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF - -					4	\$225.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	M - - - - -					1	\$225.00		0.00			
N 18	WEWS	09/04/12	09/17/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF - -	:30	5	\$300.00	P-3	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					5	\$300.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	MTWTF - -					5	\$300.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 19	WEWS	09/04/12	09/17/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF - -	:30	1	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					1	\$300.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	MTWTF - -					1	\$300.00		0.00			
Week: 09/17/12		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
N 20	WEWS	09/04/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF - -	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	- TWTF - -					1	\$400.00		0.00			



WEWS

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Advertiser **Obama / Democrat / Presid** Product **OFA Sked C 9.4-9.17.12**

Estimate # **1687**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N20	WEWS	09/04/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	MTWTF--		1			\$400.00			0.00				
	Week:	09/17/12	09/23/12	-----		0			\$0.00			0.00				
N21	WEWS	09/04/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	6	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	-TWTF--		3			\$2,000.00			0.00				
	Week:	09/10/12	09/16/12	MTWTF--		3			\$2,000.00			0.00				
	Week:	09/17/12	09/23/12	-----		0			\$0.00			0.00				
N22	WEWS	09/04/12	09/17/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	6	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	-TWTF--		3			\$2,000.00			0.00				
	Week:	09/10/12	09/16/12	MTWTF--		3			\$2,000.00			0.00				
	Week:	09/17/12	09/23/12	-----		0			\$0.00			0.00				
N23	WEWS	09/10/12	09/10/12	MON Bachelor/Bachelorette MON Bachelor/Bachelorette	CM	8-11p	M-----	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	M-----		2			\$5,000.00			0.00				
N24	WEWS	09/17/12	09/17/12	Monday Prime Special Monday Prime Special	CM	CMA Music Festival	M-----	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/17/12	09/23/12	M-----		2			\$1,500.00			0.00				
N25	WEWS	09/11/12	09/11/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	-T-----		1			\$2,200.00			0.00				
N26	WEWS	09/05/12	09/05/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	--W----		1			\$2,000.00			0.00				
N27	WEWS	09/06/12	09/06/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	---T---		1			\$2,000.00			0.00				
N28	WEWS	09/16/12	09/16/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		1			\$5,000.00			0.00				
N29	WEWS	09/09/12	09/09/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S		1			\$4,500.00			0.00				
N30	WEWS	09/04/12	09/17/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	1	\$300.00	P-3	0.00	NM	2	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/03/12	09/09/12	-TWTF--		1			\$300.00			0.00				
	Week:	09/10/12	09/16/12	MTWTF--		1			\$300.00			0.00				
	Week:	09/17/12	09/23/12	-----		0			\$0.00			0.00				
														Totals	139	\$82,900.00